



Savills Winchester Home Truths

Tuesday 30 March 2021

Welcome and thank you for joining.

You are on mute for the duration of the webinar.

We will begin shortly.

Introducing today's panel

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The background of the slide is a photograph of a river scene. On the left, a person wearing a hat and a vest is fishing with a rod and reel. The river flows through a lush, green landscape with dense trees and tall grasses. On the right, a traditional thatched-roof building is partially visible. A yellow banner is overlaid on the bottom left of the image, containing the title and author information.

Residential Market Update

Lucian Cook, Savills Research

Anything but normal in the housing market

1st modern-day recession where the economy and housing market have moved in different directions

February transactions +48% above the previous year

Annual house price growth running at +6.9% according to the Nationwide

Low preceding price growth, ultra-low interest rates

Government intervention on jobs, earnings and stamp duty provided a safety net

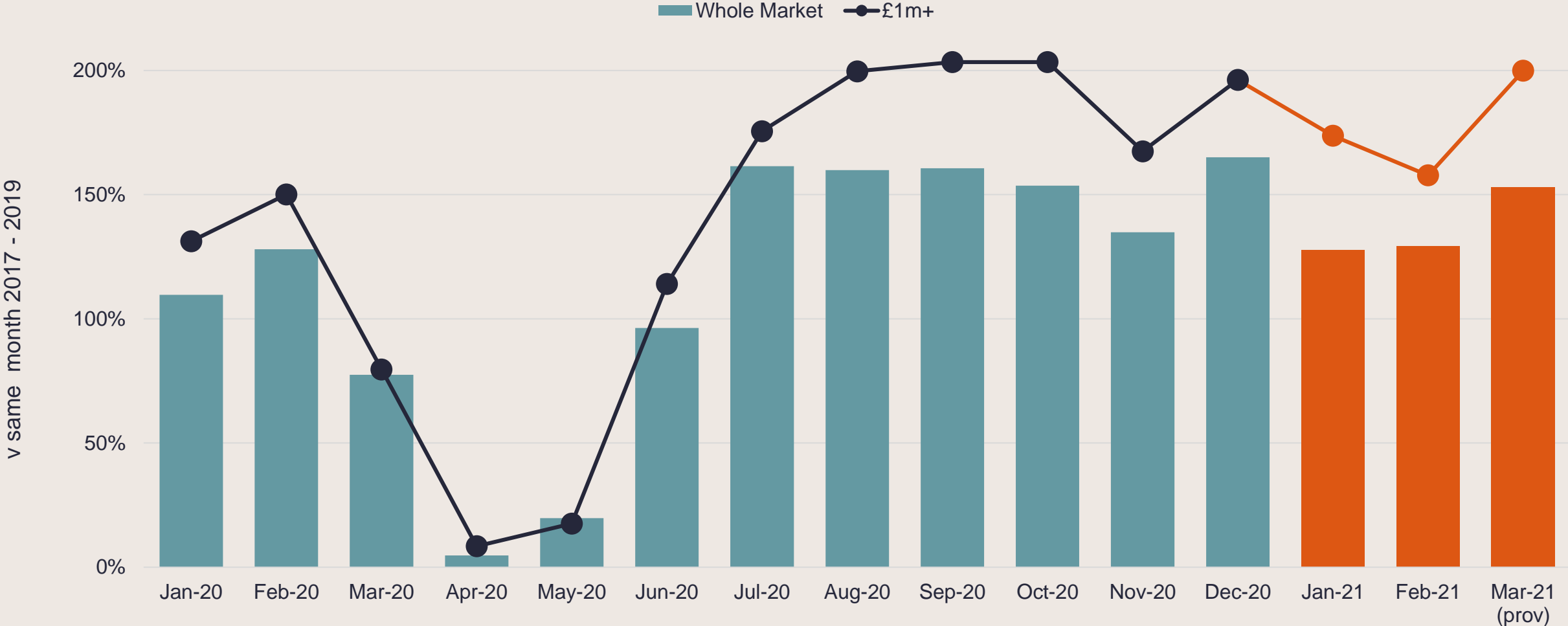
Resulting in a market driven by those with financial security rather than those exposed to the economic fallout

For whom a reassessment of housing needs and priorities has essentially overridden economics

Strong bounce back at the top end

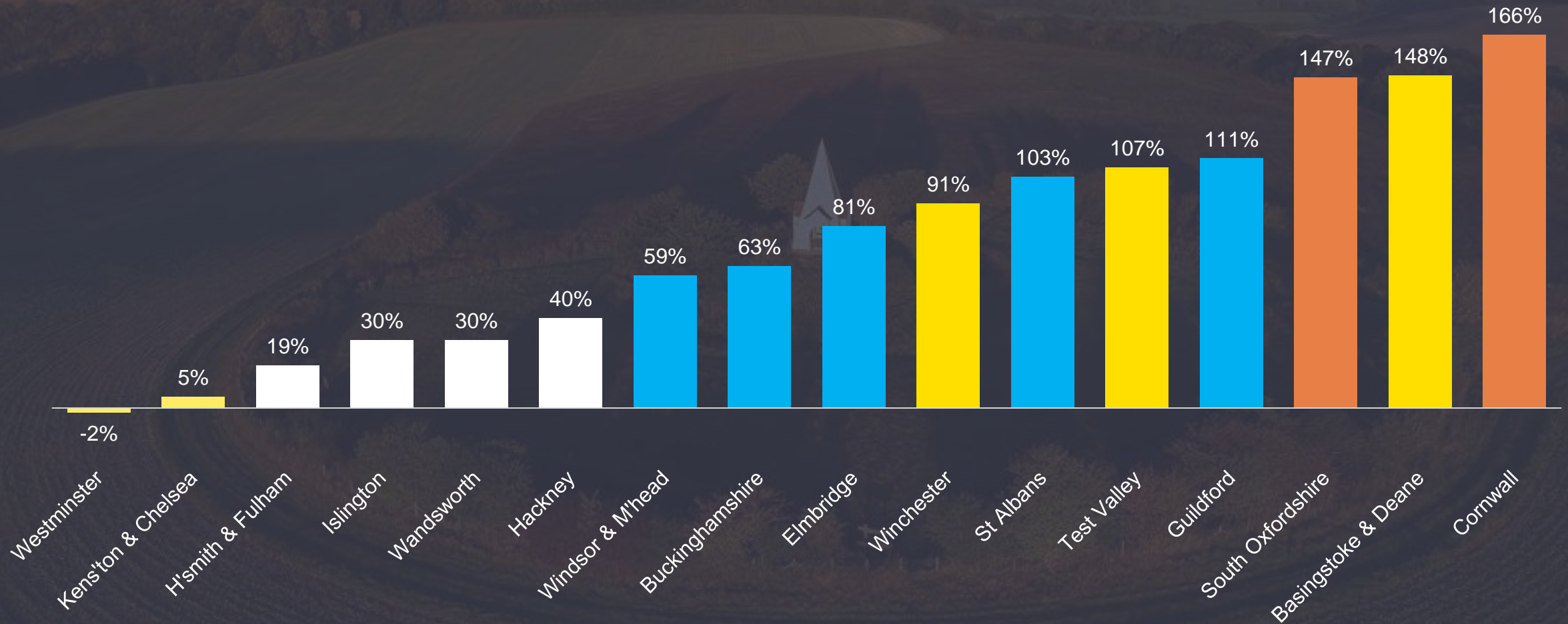


Properties marked as Sold Subject to Contract

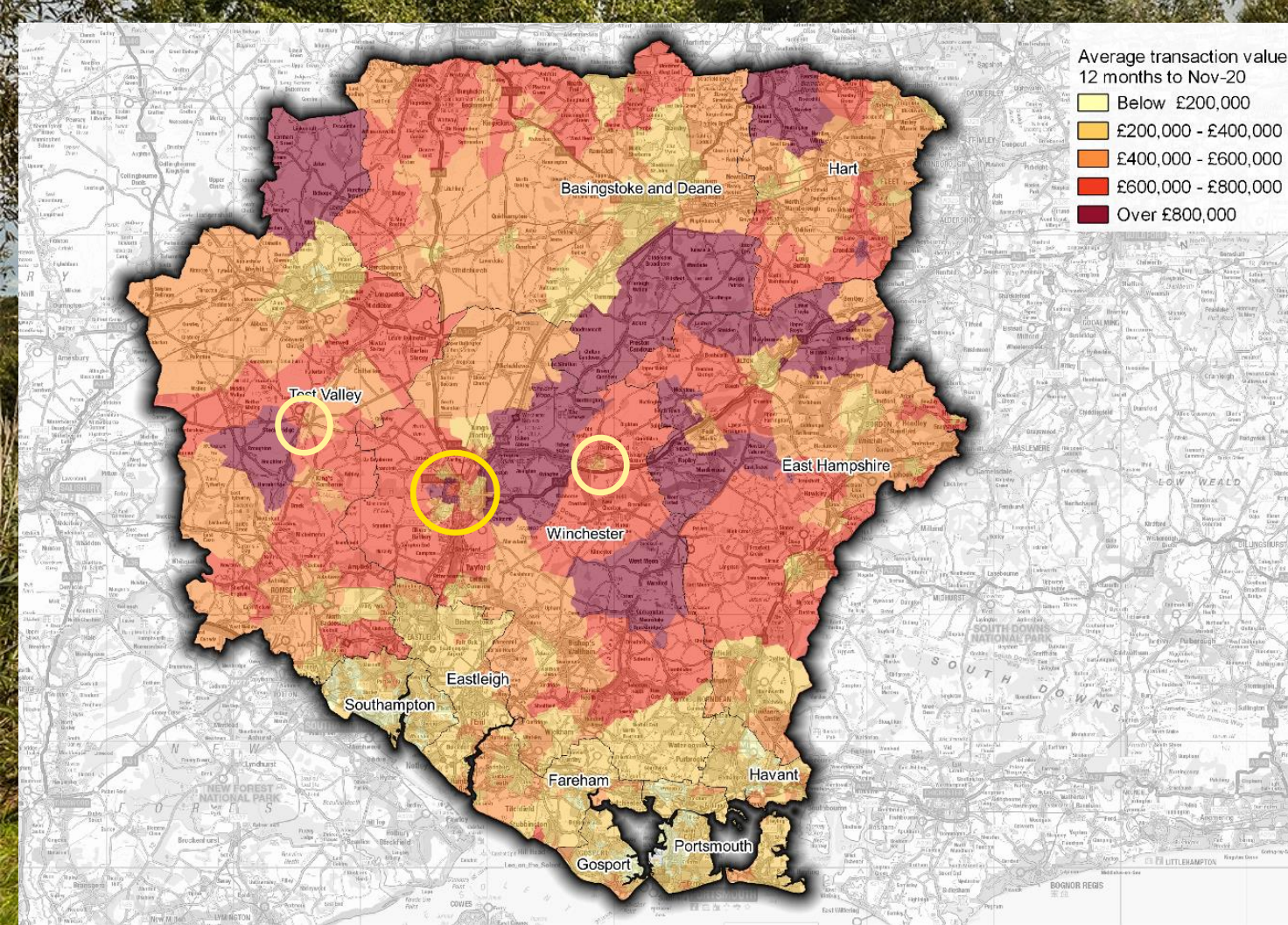


Albeit unevenly spread

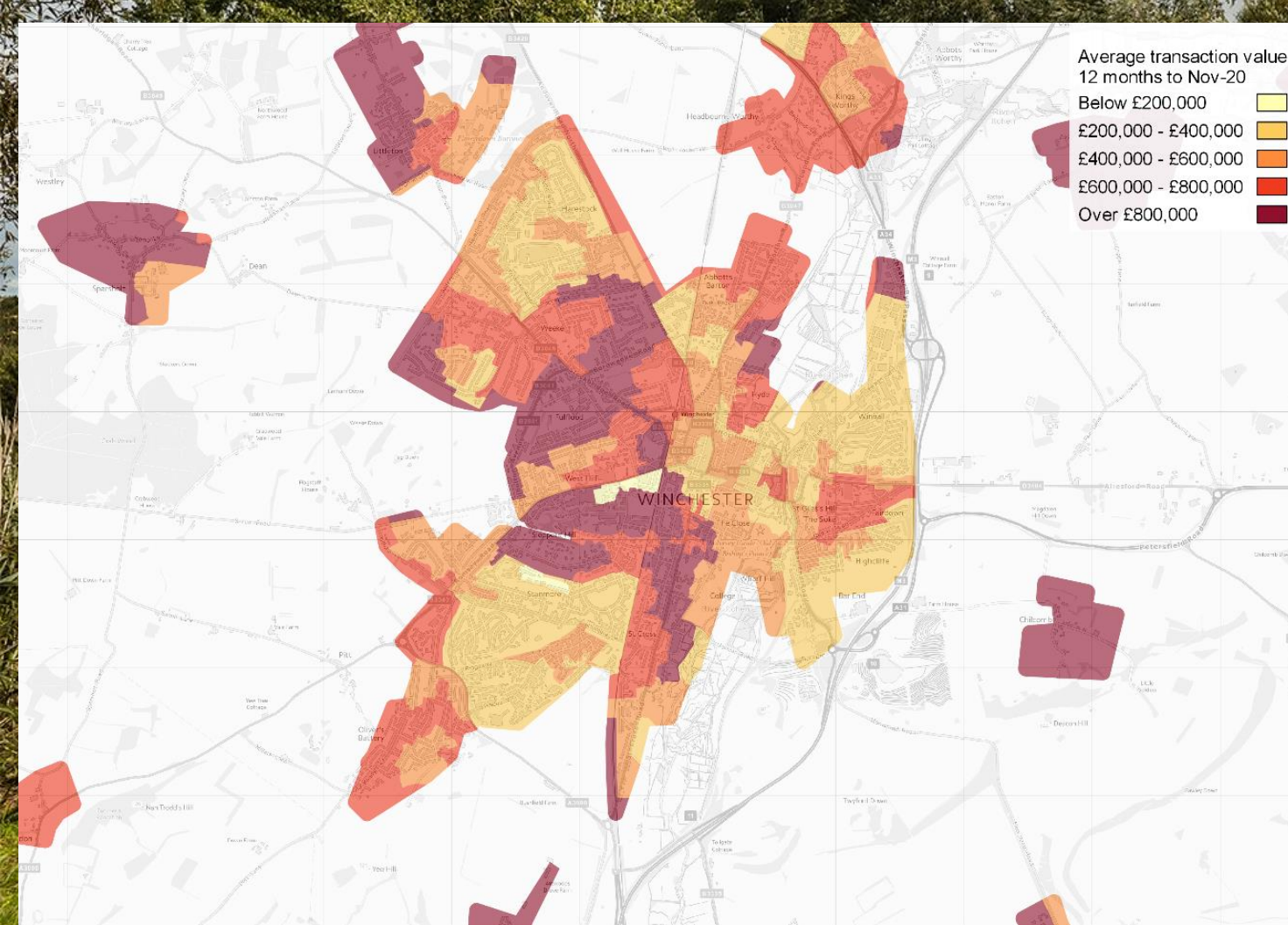
Increase in £1m+ agreed sales v 2019 (1st June 2020 – 28th Feb 2021)



The local market in detail



The local market in detail



Annual prime property price movements (to end Q1 2021)



Results of our March client survey

1,100
respondents

37%
delayed plans
during
Lockdown #3



Commitment
to move
before 30th
June

+44%
Net balance
more
committed
below £1m

+34%
Net balance
more
committed
over £1m



Commitment
to move over
next 24
months

+25%
Net balance
more
committed
over the next
2 years

How have priorities changed?

More attractive	April 2020	March 2021
Working from home more	49%	52%
Accessibility to Wi-Fi	48%	41%
A separate space to work from home	44%	40%
Garden or other outside space	49%	38%
Village location	39%	33%
Countryside location	41%	35%

Looking forward

Activity levels mean a supply - demand imbalance coming into the Spring

The extension to stamp duty holiday will help maintain momentum

Prime markets are less exposed to (relatively modest) increases in unemployment

The 3rd lockdown has embedded some of the changed lifestyle drivers

While the pace of the vaccination programme has reduced risks of a mid year lull







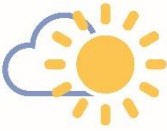











Meaning continued demand to upsize & relocate over 2021

Brexit risks have been mitigated by a trade deal despite uncertainty on financial services

A prolonged period of low interest rates underpins the capacity for price growth over the medium term

Tempered by the potential for an increased tax environment

Prime Market Forecasts

	2020 actual	2021	2022	2023	2024	2025	5-year
UK Mainstream	 +7.3%	 +4.0%	 +5.0%	 +4.0%	 +3.5%	 +3.0%	+21%
Prime Regional	 +3.6%	 +5.0%	 +4.0%	 +3.5%	 +3.0%	 +3.5%	+21%
Domestic prime London	 +1.6%	 +2.0%	 +5.0%	 3.0%	 2.0%	 +2.0%	+15%



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Thank you

A scenic view of a stone bridge over a river in a village. The bridge is a single-arched stone structure with a decorative balustrade. On either side of the bridge are brick buildings. To the left, a red brick building has a balcony with pink flowers. In the background, a large red-tiled house with a gabled roof is visible. The river flows through the center of the scene, and the sky is blue with some clouds.

Local Market Update

Steven Moore - Head of Residential Sales, Savills Winchester

Our Residential Sales Teams

City

Country



Lindsay Johnn



Giles Muddle



Jon Lacey



Haley Prescott



Emily Medland



Mary Taylor

Sold properties in the City



Lanham Lane, Winchester
Guide £1.575 million



St. Cross, Winchester
Guide £1.495 million



Teg Down, Winchester
Guide £1.45 million



Peninsula Square, Winchester
Guide £650,000

CASE STUDY

St. Cross, Winchester

Guide £1.225 million



- Launched to the open market on 4 March 2021
- Sale agreed on 10 March 2021
- 11 viewings, three buyers
- Sold in excess of guide price
- Downsizers dominated the market

Sold properties in the Country



Droxford, Hampshire

Guide £2.35 million

106% of guide price achieved

Droxford, Hampshire

Guide £2.35 million

91% of guide price achieved



Shawford, Hampshire

Guide £1.695 million

104% of guide price achieved

Meonstoke, Hampshire

Guide £1.475 million

100% of guide price achieved



CASE STUDY

Hambledon, Hampshire

Guide £2.5 million



- Marketed last year with a national agent
- Launched with Savills on 26 January 2021
- Sale agreed on 8 February 2021
- Sold at guide price
- Exchanged contracts on 19 March 2021

The Country House market 2020/2021



Hale, Hampshire
Guide £5.995 million



Itchen Stoke, Hampshire
Guide £3.5 million



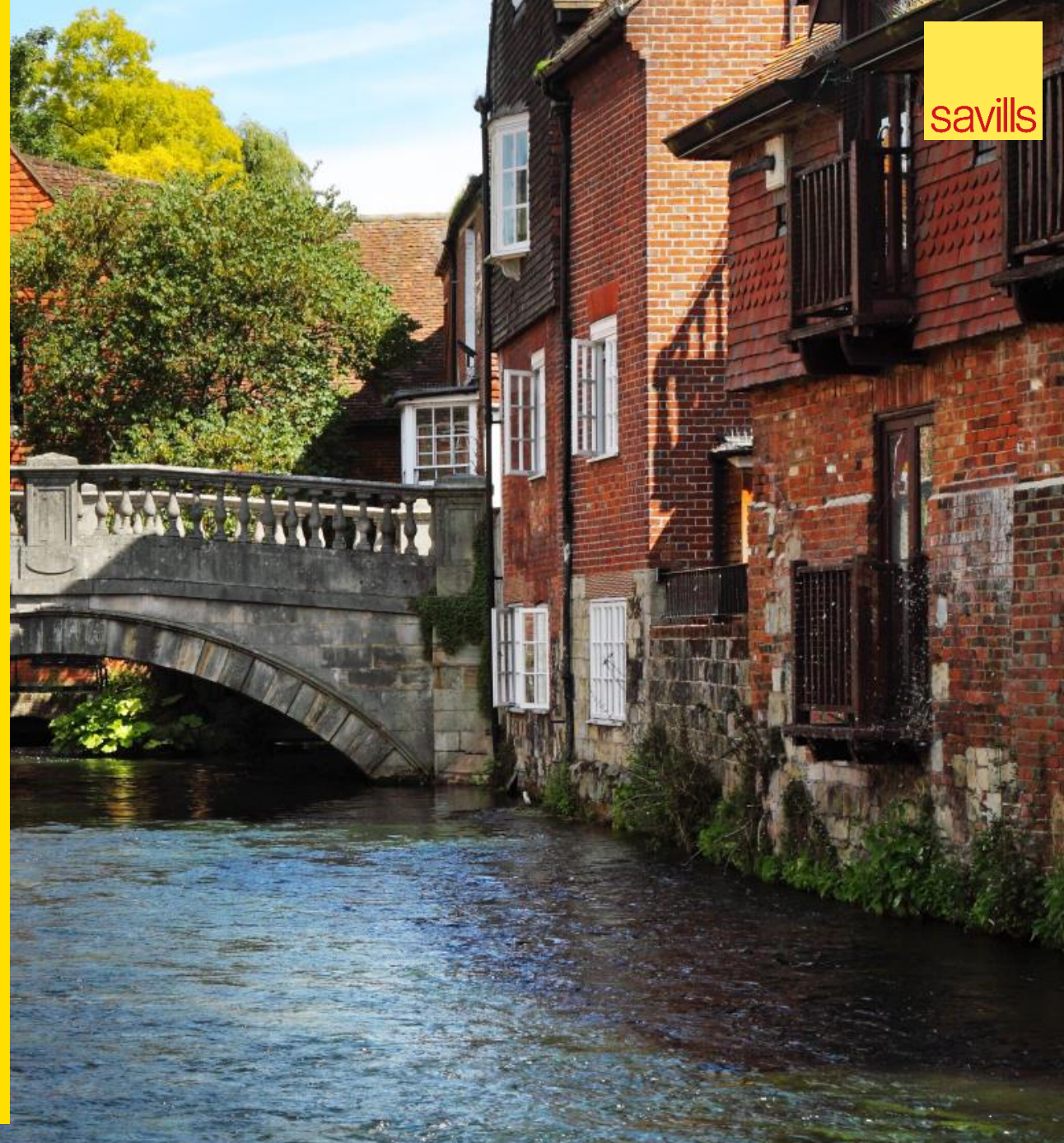
Twyford, Hampshire
Guide £4.5 million



Headbourne Worthy, Hampshire
Guide £3 million

Market Messages

- Stock levels -40% year on year
- Deals agreed +59% Q1 2020 vs Q1 2021
- Buyer registrations -2% despite low stock levels
- Multiple offers on 55% of properties sold
- Country market: 31% are London buyers (over 100% increase vs. 2019)
- City market:
 - downsizers fueling the central city market
 - outlying areas of city booming
- Pricing – be realistic to create competition but be bold





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Thank you

A photograph of a narrow, cobblestone street lined with terraced houses. The houses on the left are made of red brick with white window frames and doorways. The houses on the right are white with dark window frames. The street is paved with cobblestones and has a yellow double line down the center. The sky is blue with scattered white clouds.

Lettings Market Update

Michelle Keast - Head of Lettings, Savills Winchester

New tenant
registrations
+96%

Jan- Feb 2020 vs Jan- Feb 2021

Viewings
+85%

Jan- Feb 2020 vs Jan- Feb 2021

New
Instructions
+22%

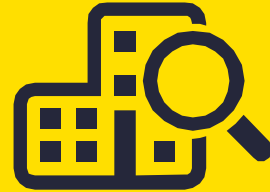
Jan- Feb 2020 vs Jan- Feb 2021

Looking forward

Common requests



Stock levels



Emerging trends



Family house market



“Try before you buy”



Rent levels



Case Study

Little London, Andover

- Let in March 2020
- Furnished
- Agreed for 6 months
- Renewed for a further year



What do you get in Winchester for £2,000 pcm?

Ridding Court, Winchester

- Character property
- Newly refurbished in 2018
- Roof terrace with Cathedral views
- Private secure parking



What do you get in the surrounding villages for £5,000 pcm?

Woodcote Farm Lane, Upham

- Contemporary new build property
- Rural location with far reaching views
- Detached with lovely garden
- Four double bedrooms
- Open plan living space





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Thank you

Q&A